

WHAT IS CLAIMED IS:

1. A method for simultaneously displaying a video program and supplemental information, comprising:

converting a first video content to a format wherein the first video content is reduced in size and displayed on a first portion of a display; and

5 converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of the display at the same time as the first video content is displayed on the first portion of the display.

2 The method of claim 1, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information received by the television and relating to the television program.

3. The method of claim 2, wherein the program information includes channel and broadcast time information relating to the television program.

4. The method of claim 3, wherein the converting data step selectively converts specific portions of the supplemental information in response to signals output from a user input device.

5. The method of claim 4, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

6. The method of claim 1, wherein the supplemental information is program information relating to a plurality of video programs.

7. The method of claim 6, wherein the converting data step selectively converts specific portions of the supplemental information in response to signals output from a user input device, and wherein each of the specific portions of the supplemental information relates to program
5 information corresponding to a respective one of the plurality of video programs.

8. The method of claim 7, wherein each of the plurality of programs is a broadcast television program which is either broadcast over a channel different from a channel on which the first video program is broadcast or is broadcast at a time different from a time when the first video program is
5 broadcast.

9. The method of claim 1, wherein the supplemental information is message information intended to be conveyed to a user.

10. The method of claim 9, wherein the converting data step selectively converts specific portions of the supplemental information in

response to signals output from a user input device, and wherein each of the specific portions of the supplemental information relates to corresponding
5 portions of a message.

11. The method of claim 10, wherein the message information is advertising information.

12. The method of claim 1, wherein the first video content is represented by data retrieved on demand from a server via a connection to the server.

13. The method of claim 12, wherein the connection to the server is made via the internet.

14. The method of claim 13, wherein the connection uses TCP/IP protocol.

15. The method of claim 1, wherein the display is a television screen.

16. The method of claim 15, wherein the television screen is a high definition screen.

17. The method of claim 1, wherein the first portion of the display is a majority of the display.

18. The method of claim 1, wherein the first portion of the display is approximately 80% of the display.

19. A computer system adapted to simultaneously display a video program and supplemental information, comprising:

a processor; and

a memory including software instructions adapted to enable the
5 computer system to perform the steps of:

converting a first video content to a format wherein the first video content is reduced in size and displayed on a first portion of a display;
and

converting data associated with the supplemental information
10 to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of the display at the same time as the video content is displayed on the first portion of the display.

20. The computer system as set forth in claim 19, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

21. The computer system as set forth in claim 20, wherein the program information includes channel and broadcast time information relating to the television program.

22. The computer system as set forth in claim 21, wherein the
5 converting data step selectively converts specific portions of the supplemental information in response to a user input device.

23. The computer system as set forth in claim 22, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

24. The computer system as set forth in claim 19, wherein the supplemental information is program information relating to a plurality of video programs.

25. The computer system as set forth in claim 24, wherein the
converting data step selectively converts specific portions of the supplemental information in response to a user input device, and wherein each of the specific portions of the supplemental information relates to program
5 information corresponding to a respective one of the plurality of video programs.

26. The computer system as set forth in claim 25, wherein each of the plurality of programs is a broadcast television program which is either

broadcast over a channel different from a channel on which the first video
program is broadcast or is broadcast at a time different from a time when the
5 first video program is broadcast.

27. The computer system as set forth in claim 19, wherein the
supplemental information is message information intended to be conveyed to a
user.

28. The computer system as set forth in claim 27, wherein the
converting data step selectively converts specific portions of the supplemental
information in response to a user input device, and wherein each of the
specific portions of the supplemental information relates to corresponding
5 portions of a message.

29. The computer system as set forth in claim 28, wherein the
message information is advertising information.

30. The computer system as set forth in claim 19, wherein said
processor and said memory are incorporated within a television receiver.

31. The computer system of claim 19, wherein the display is a
television screen.

32. The computer system of claim 31, wherein the television screen
is a high definition screen.

33. The computer system of claim 19, wherein the first video content is represented by data retrieved on demand from a server via a connection to the server.

34. The computer system of claim 33, wherein the connection to the server is made via the internet.

35. The computer system of claim 34, wherein the connection uses TCP/IP protocol.

36. The computer system of claim 19, wherein the first portion of the display is a majority of the display.

37. The computer system of claim 19, wherein the first portion of the display is approximately 80% of the display.

38. An apparatus for simultaneously displaying a video program and supplemental information, comprising:

means for converting a first video content to a format wherein the first video content is reduced in size and displayed on a first portion of a display;

5 and

means for converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of

10 the display at the same time as the first video content is displayed on the first portion of the display.

39. The apparatus of claim 38, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

40. The apparatus of claim 39, wherein the program information includes channel and broadcast time information relating to the television program.

41. The apparatus of claim 40, wherein the means for converting data selectively converts specific portions of the supplemental information in response to a user input device.

42. The apparatus of claim 41, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

43. The apparatus of claim 42, wherein the supplemental information is program information relating to a plurality of video programs.

44. The apparatus of claim 43, wherein the means for converting data selectively converts specific portions of the supplemental information in response to a user input device, and wherein each of the specific portions of

the supplemental information relates to program information corresponding to
5 a respective one of the plurality of video programs.

45. The apparatus of claim 44, wherein the first video content is a
first broadcast television program and each of the plurality of programs is a
broadcast television program which is either broadcast over a channel different
from a channel on which the first television program is broadcast or is
5 broadcast at a time different from a time when the first television program is
broadcast.

46. The apparatus of claim 38, wherein the supplemental
information is message information intended to be conveyed to the viewer.

47. The apparatus of claim 46, wherein the means for converting
data selectively converts specific portions of the supplemental information in
response to a user input device, and wherein each of the specific portions of
the supplemental information relates to corresponding portions of a message.

48. The apparatus of claim 47, wherein the message information is
advertising information.

49. The apparatus of claim 38, wherein the display is a television
screen.

50. The apparatus of claim 49, wherein the television screen is a
high definition screen.

51. The apparatus of claim 38, wherein the first video content is represented by data retrieved on demand from a server via a connection to the server.

52. The apparatus of claim 51, wherein the connection to the server is made via the internet.

53. The apparatus of claim 52, wherein the connection uses TCP/IP protocol.

54. The apparatus of claim 38, wherein the first portion of the display is a majority of the display.

55. The apparatus of claim 38, wherein the first portion of the display is approximately 80% of the display.

56. A computer program product for enabling a computer to simultaneously display a video program and supplemental information comprising:

software instructions for enabling the computer to perform
5 predetermined operations, and

a computer readable medium bearing the software instructions;

the predetermined operations including the steps of:

converting a first video content to a format wherein the first
video content is reduced in size and displayed on a first portion of a display;

10 and

converting data associated with the supplemental information
to a format wherein at least one of textual content and graphic content
representing at least a portion of the supplemental information is displayed on
a second portion of the display different from the first portion of the display at
15 the same time as the video content is displayed on the first portion of the
display.

57. The computer program product as set forth in claim 56,
wherein the first video content is a television program which has been
broadcasted and received by a television and the supplemental information is
program information relating to the television program.

58. The computer program product as set forth in claim 57,
wherein the program information includes channel and broadcast time
information relating to the television program.

59. The computer program product as set forth in claim 58,
wherein the converting data step selectively converts specific portions of the
supplemental information in response to a user input device.

